

The hole truth.



Want to know the truth
behind Parliament Lights great
taste?

It's the hole behind our
cigarette.

That quarter-inch of nothing
keeps your lips from touching
the tar that builds up on the
filter.

Flush filters can't do that.

Which is why Parliament
Lights are so tastefully light.

And that's the truth. The
hole truth. And a quarter-inch of
nothing but.



Only Parliament Lights has
the famous recessed filter.

Available in
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

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Soft Pack: 8 mg "tar," 0.7 mg nicotine—Box: 13 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette. FTC Report Dec '79.



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